

## CLAIMS

We claim:

- 1           1.       A method for providing content to a mobile device, comprising:  
2                receiving from the mobile device data representative of a marker;  
3                receiving data representative of a context for the marker;  
4                analyzing the data representative of the context for the marker to determine a  
5                domain for the marker;  
6                determining content responsive to the marker and the domain for the marker,  
7                wherein the marker maps to specific content for the domain; and  
8                providing the determined content to the mobile device.
- 1           2.       The method of claim 1, wherein the data representative of the context for  
2           the marker indicate a particular cell in a cellular telephone system.
- 1           3.       The method of claim 1, wherein the data representative of the marker and  
2           the data representative of the context for the marker are received from a mobile network  
3           support system in communication with the mobile device.
- 1           4.       The method of claim 1, wherein the marker maps to content in a plurality  
2           of domains.
- 1           5.       The method of claim 4, wherein the marker maps to different content in  
2           different ones of the plurality of domains.
- 1           6.       The method of claim 1, wherein a plurality of markers map to content in  
2           the domain.
- 1           7.       The method of claim 6, wherein certain ones of the plurality of markers  
2           map to different content in the domain.

1           8.     The method of claim 3, further comprising the steps of:  
2           receiving, by the mobile network support system from the mobile device, the  
3           data representative of the marker; and  
4           accessing a context server in communication with the mobile network support  
5           system to determine the data representative of the context for the  
6           marker.

1           9.     The method of claim 1, wherein the step of determining content  
2 responsive to the marker and the domain for the marker comprises the step of:  
3           accessing a content database holding content associated with a plurality of  
4           markers for a plurality of domains, wherein the database includes  
5           mappings describing specific content associated with specific markers  
6           for specific domains.

1           10.    The method of claim 1, wherein the analyzing step comprises the step of:  
2           correlating data received via a data feed with the data representative of a  
3           context for the marker to determine a domain for the marker.

1           11.    The method of claim 1, wherein the marker does not have an intrinsic  
2 meaning related to the determined content.

1           12.    The method of claim 1, wherein the marker has an intrinsic meaning  
2 related to the determined content.

1           13.    The method of claim 1, wherein the marker is visibly displayed on a  
2 physical object.

1           14.    The method of claim 1, wherein the analyzing occurs after receipt of the  
2 data representative of the marker from the mobile device.

1           15.     The method of claim 1, wherein the analyzing step comprises the step of:  
2                   selecting a domain for the marker from among a plurality of possible domains  
3                   for the marker.

1           16.     The method of claim 1, wherein the analyzing step explicitly determines  
2     the domain.

1           17.     The method of claim 16, wherein the analyzing step comprises:  
2                   performing a database lookup using the data representative of the context to  
3                   determine the domain for the marker.

1           18.     The method of claim 1, wherein the analyzing step implicitly determines  
2     the domain.

1           19.     The method of claim 1, wherein the analyzing step comprises:  
2                   establishing data representative of domain information describing possible  
3                   domains for the marker;  
4                   establishing business logic describing relationships among the data  
5                   representative of the context for the marker and the data representative  
6                   of domain information;  
7                   analyzing the business logic, the data representative of the context for the  
8                   marker, and the data representative of domain information to  
9                   determine the domain for the marker.

1           20.     The method of claim 1, wherein the data representative of the context for  
2     the marker includes a plurality of variables indicating the context and wherein the  
3     analyzing step comprises:  
4                   determining a domain for the marker responsive to the plurality of variables  
5                   included in the data representative of the context.

1           21.     A system for providing content to a mobile device, comprising:  
2                 a content database storing content for a plurality of markers, the content  
3                     associated with one or more of a plurality of domains, and storing  
4                     mappings describing specific content associated with specific markers  
5                     for specific domains; and  
6                 a content server for receiving from the mobile device data representative of a  
7                     marker and receiving data representative of a context for the marker,  
8                     for analyzing the data representative of the context for the marker to  
9                     determine a domain for the marker, for accessing the content database  
10                  to determine content associated with the marker and the domain, and  
11                  for sending the determined content to the mobile device.

1           22.     The system of claim 21, further comprising:  
2                 a module for receiving a data feed, wherein the content server correlates data  
3                     received via the data feed with the data representative of the context  
4                     for the marker to determine a likely domain for the marker.

1           23.     The system of claim 21, further comprising:  
2                 a mobile network support system in communication with the mobile device  
3                     and the content server for passing the data representative of the marker  
4                     from the mobile device to the content server, for providing the data  
5                     representative of the context for the marker to the content server, and  
6                     for passing the determined content from the content server to the  
7                     mobile device.

1           24.     The system of claim 23, wherein the mobile network support system  
2     further comprises:  
3                 a context server for generating the data representative of the context for the  
4                     marker.

- 1           25.     The system of claim 21, wherein the mappings in the content server  
2     associate a marker with content in a plurality of domains.
- 1           26.     The system of claim 25, wherein the mappings in the content server  
2     associate the marker to different content in different ones of the plurality of domains.
- 1           27.     The system of claim 21, wherein the mappings in the content server  
2     associate a plurality markers with content in a domain.
- 1           28.     The method of claim 27, wherein the mappings in the content server  
2     associate certain ones of the plurality of markers with different content in the domain.
- 1           29.     The system of claim 21, wherein the marker does not have an intrinsic  
2     meaning related to the determined content.
- 1           30.     The system of claim 21, wherein the marker has an intrinsic meaning  
2     related to the determined content.
- 1           31.     The system of claim 21, wherein the marker is visibly displayed on a  
2     physical object.
- 1           32.     The system of claim 21, wherein the content database stores content  
2     associated with a plurality of domains.
- 1           33.     The system of claim 21, wherein the content server explicitly determines  
2     the domain for the marker.
- 1           34.     The system of claim 33, further comprising:  
2                 a domain database in communication with the content server and holding  
3                 domain information describing possible domains for the maker;

4            wherein the content server is adapted to perform a lookup on the domain  
5            information in the domain database using the data representative of the  
6            context to determine the domain for the marker.

1            35.    The system of claim 21, wherein the content server implicitly determines  
2            the domain.

1            36.    The system of claim 21, wherein the content server comprises:  
2            a domain database holding domain information describing possible domains  
3            for the marker; and  
4            a domain mapping module in communication with the domain database and  
5            adapted to analyze business logic establishing relationships among the  
6            data representative of the context for the marker and the domain  
7            information to determine the domain for the marker.

1            37.    The system of claim 21, wherein the data representative of the context for  
2            the marker includes a plurality of variables indicating the context and wherein the content  
3            server is adapted to determine a domain for the marker responsive to the plurality of  
4            variables included in the data representative of the context.

1            38.    A computer program product, comprising:  
2            a computer-usable medium having computer-readable code embodied therein  
3            for providing content to a mobile device, the computer-readable code  
4            comprising:  
5            a module for receiving from the mobile device data representative of a  
6            marker;  
7            a module for receiving data representative of a context for the marker;  
8            a domain mapping module for analyzing the data representative of the  
9            context for the marker to determine a domain for the marker and  
10           for accessing a content database to determine content associated  
11           with the marker and the domain, wherein the marker maps to  
12           specific content for the domain; and

13                   a module for providing the determined content to the mobile device.

1           39.     The computer program product of claim 38, wherein the data  
2     representative of the marker and the data representative of the context for the marker are  
3     received from a mobile network support system in communication with the mobile  
4     device.

1           40.     The computer program product of claim 39, further comprising:  
2                   a module for receiving, by the mobile network support system from the  
3                   mobile device, the data representative of the marker; and  
4                   a module for accessing a context server in communication with the mobile  
5                   network support system to determine the data representative of the  
6                   context for the marker.

1           41.     The computer program product of claim 38, wherein the domain mapping  
2     module further comprises:  
3                   a module for correlating data received via a data feed with the data  
4                   representative of the context for the marker to determine a domain for  
5                   the marker.

1           42.     The computer program product of claim 38, wherein the marker maps to  
2     content in a plurality of domains.

1           43.     The computer program product of claim 42, wherein the marker maps to  
2     different content in different ones of the plurality of domains.

1           44.     The computer program product of claim 38, wherein a plurality of markers  
2     map to content in the domain.

1           45.     The computer program product of claim 44, wherein certain ones of the  
2     plurality of markers map to different content in the domain.

1           46.     The computer program product of claim 38, wherein the marker does not  
2     have an intrinsic meaning related to the determined content.

1           47.     The computer program product of claim 38, wherein the marker has an  
2     intrinsic meaning related to the determined content.

1           48.     The computer program product of claim 38, wherein the marker is visibly  
2     displayed on a physical object.

1           49.     The computer program product of claim 28, wherein the domain mapping  
2     module explicitly determines the domain for the marker.

1           50.     The computer program product of claim 49, wherein the domain mapping  
2     module is adapted to perform a database lookup using the data representative of the  
3     context to determine the domain for the marker.

1           51.     The computer program product of claim 38, wherein the domain mapping  
2     module implicitly determines the domain for the marker.

1           52.     The computer program product of claim 38, wherein the domain mapping  
2     module interfaces with a domain database holding domain information describing  
3     possible domains for the marker and wherein the domain mapping module is adapted to  
4     analyze business logic establishing a relationship between the data representative of the  
5     context for the marker and the domain information to determine the domain for the  
6     marker.

1           53.     The computer program product of claim 38, wherein the data  
2     representative of the context for the marker includes a plurality of variables indicating the  
3     context and wherein the domain mapping module is adapted to determine a domain for  
4     the marker responsive to the plurality of variables included in the data representative of  
5     the context.